



CASE STUDY

Leading market research firm adopts flex workforce to unlock revenue growth

In February 2020, a leading market research firm engaged Shiftsmart to create an unlimited number of remote contact centers. The firm wanted to better manage highly variable demand on a daily basis after having to turn away revenue opportunities because it didn't have enough physical contact center seats to meet client demand.

Shiftsmart delivered, adding hundreds of newly trained agents every week. The Shiftsmart platform enabled the firm to adjust the number of agents it needed on a daily basis, only paying for those that were working on a given day. Quality improved as well; in just weeks, Shiftsmart workers delivered more completed surveys per hour than the firm's legacy workforce.

Launch a better contact center, faster, with the power of the modern workforce

Shiftsmart Flex Contact Centers guarantee that you can be there for your customers when they need you most. Visit www.shiftsmart.com or email info@shiftsmart.com to learn more about launching your flex contact center with Shiftsmart.

RESULTS TO DATE:



Flexed staffing hours
100% BASED ON CLIENT DEMAND



Reduced operating costs by **50%**



Transferred 20% of call volume to **5,000+ SHIFTSMART AGENTS**



Improved productivity by **20%**